

SOCIALIZATION OF CHILD-FRIENDLY CITY

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Abstract

Purpose: The program of *Kota Layak Anak (KLA)*, the Child-Friendly City (CFC), is a government program managed by the Office of Women Empowerment, Child Protection and Community Empowerment of Surakarta. This program aims to ensure the fulfillment of the rights of children.

Methodology: This research is using the innovation diffusion theory approach. Diffusion of innovation is a theory that examines how the process of dissemination and adoption process that occurs in society to the presence of new innovations. Furthermore, the researcher also wanted to see how far the KLA program spread and the level of adoption that occurred in Surakarta society. This research is qualitative descriptive research using in-depth interview technique to collect data needed. Primary data sources are used interviews, as well as secondary data in the form of the document collection. The sampling technique is a snowball. Furthermore, to ensure data validation, researchers use data triangulation and interactive techniques in presenting the data.

Results: The results of this research are the Office of Women Empowerment, Child Protection and Community Empowerment Surakarta who acts as an innovator, using more interpersonal communication channel because it is considered deeper although less effective because of lack of maximization of mass communication in the socialization process.

Implications: The channels of interpersonal communication are more widely used by the level of adopters and innovators because they are more persuasive. The adoption rate of the KLA program in Surakarta has reached the level of Laggards. Thus, adoption in this research includes 5 stages: knowledge (knowledge stage), persuasion (decision stage), decision (decision stage), implementation (implementation stage), and confirmation (stabilization phase).

Keywords: Socialization, KLA, Office of Women Empowerment, Child Protection and Community Empowerment of Surakarta, Innovation Diffusion

INTRODUCTION

The Child-Friendly City (CFC), or well-known as *Kota Layak Anak (KLA)* in Indonesia, is a strategy of development that unites the vision, mission, and commitment of government, society, and business as a unity and on a sustainable basis. KLA is one of the programs to promote the issues of children's rights into the development and planning of the city/district in order to make it easier for the government in monitoring and performing quick action response.

In Indonesia, KLA is a program regulated in the Law No. 23 of 2002 on Child Protection, that every child is entitled to acquire protection, freedom, and education from the State¹. According to Joga, in (Irmawati, 2009), one of the indicators of KLA is when a city provides the fulfillment of children's rights in all aspects of life, and the government, as well as the society, actively participate in the planning and development of the city, based on the skills and the needs of children.

As one of the pioneers of the KLA pilot city, Surakarta initiated the programs in 2006 and since then has been continually promoting the children's right through the Office of Women's Empowerment, Child Protection and Community Empowerment as the implementing agency. This Office is assigned to disseminate the socialization about KLA to all elements of society including at the level of sub-district, village, and citizens association (RW), neighborhood association (RT) and the public.

Since KLA is an innovation in the improvement and development of children mentality, the programs must pass through the innovation stage as a part of the process to be recognized and implemented by relevant stakeholders at the level of policymakers as well as the society as the actors. Innovation is an idea or contemplation that is considered new by an individual as well as a group of adopter unit. Innovation can also be defined as a resolution to solve the problems in society. In this concern, the programs in KLA are classified as a form of innovation raised to provide a solution for the problems in the society related to the children's rights.

Based on the diffusion of innovation theory, a new idea will be acknowledged after several processes, i.e., knowledge stage, decision stage, implementation stage, and confirmation stage (Everett M, 1983). The diffusion of innovation is an exceptional form of communication where at each stage of the adoption, the utilization of communication channels, such as interpersonal communication channel and mass media, is very significant.

Furthermore, the diffusion of innovation is a tool to reveal how innovation is disseminated and recognized by the society, and as the process of imitation and adaptation to subsequent innovations to increase the number of adopters (Fichter and Clausen, 2016; Soleymani et al., 2014). It is also a special form of communication that is employed to introduce, provide the understanding and perform an assessment of innovation proposed by the government.

The elements in the diffusion of innovation are: (1) The Innovation: Innovation or Idea which is a notion or novelty that arises when there is a problem and is intended to solve and provide solutions for a problem and the purpose of its creation is for the human benefit, acknowledgment of innovation is influenced by human awareness for innovation (Yahaya et al., 2016); (2) Communication Channel: Tools utilized by the innovator to disseminate innovation to the society, which is intended to enable the society to recognize and apply the innovation to their daily lives; (3) Time: A measure of how the innovation can be accepted by society and can affect their social life both, directly and indirectly, depending on their acceptance on the innovation; (4) Social System: A system implemented by a group of people where they work together and synergize with the innovation in order to intention to achieve common goals.

Based on the background, this study aimed to investigate the level of achievement in pertaining with the socialization of the Child-Friendly City program as conducted by the Office of Women's Empowerment, Child Protection and Community Empowerment of Surakarta. Theoretically, it is expected that the findings of this study are theoretically useful for the process of KLA socialization in Surakarta, while practically, it is expected that this study can provide a bold description or picture about KLA programs within the society and can be used as the socialization material to the community. In addition, there is also the formulation of the problem regarding with KLA programs, particularly on the process of socialization of KLA programs in Surakarta.

METHODS

This study is a qualitative descriptive study aimed to explain the socialization carried out by the Office of Women's Empowerment, Child Protection and Community Empowerment in promoting KLA program, based on comprehensive data collection.

Data collection techniques conducted by researchers consisted of primary and secondary data, in the form of in-depth interviews with resource persons and secondary through data collection (Fiorino and Holguín, 2018; Leksono, 2015). The interview is defined as a form of direct and two-way communication between two or more people to obtain data or information from a resource person. Furthermore, Snowball sampling technique was employed, which is the process of searching small amounts of data and then continue to grow or grow. (Kriyantono, 2006)

In this study, the interactive data model analysis from Miles and Huberman, including data reduction, data presentation, and conclusion, was applied. In order to obtain accurate data, Triangulation method—which is to compare various data from various sources and field observation was performed. Subsequently, the data selection by opting out the accurate data was done, in prior the comparison between the results of interviews and the selected data in order to obtain the validity of data of this study

RESULTS AND DISCUSSION

Everett Rogers in a book entitled “*Diffusion Of Innovations*” reviews the messages concerned with a new thing or a new program (innovation) that subsequently brings adoption of the innovation in the society. Roger proposes four main elements that hold up the diffusion of innovation, as follows:

The Innovation

The program of KLA managed by the Office of Women's Empowerment, Child Protection and Community Empowerment of Surakarta is a program that promote and advocate the fulfillment of the children's rights, such as the rights to health, educational, protection, and participation, in accordance with Law No. 23 of 2002 in which every child in this country is entitled to protection, freedom, and education from the State. (Matthew and Miles, 1983)

The background of the establishment of KLA program is the concern of the government in pertaining with the rights of

children in Indonesia, and the primary duties of the government to respect, protect, promote and fulfill the rights of the children. However, the implementation of the program at the regional scale as carried out by KLA local implementing agencies is mostly inappropriately coordinated. Consequently, most of the members of the society have not realized the significance of the children's rights.

The community as the adopter unit has particular considerations to be selective whether they will adopt such an innovation or not. According to (Kumar and Pankaj, 2014), the considerations to accept an innovation involve a variety of aspects, including; (1) Relative Advantages: to determine if the degree to which an innovation is perceived as being better than the idea it supersedes" (Kumar and Pankaj, 2014; Marbán and Mulenga, 2019)

The Child-Friendly City is a pioneer program established for the fulfillment of the rights of children since there are no former programs preoccupied on this issue. In prior to the introduction of the KLA program, most people have not realized the importance of investment in child development, in fact, many children are employed by their families. The KLA program offers benefits through the application of programs that provide the children's rights and mental development.

The second characteristic of innovation is (2) The Compatibility: the effectiveness of innovation accompanied by the values prevailing in the society, or an innovation that is consistent with prevailing values. Innovation is assumed compatibility if it can meet the needs of the adopter. The KLA program provides uncomplicated access for the fulfillment of children's rights by the scheme of stakeholders at the RT level to accommodate the community aspirations in pertaining to the children's requirements.

Subsequently, (3) *Complexity*: innovation can be recognized, understood and implemented by the adopter. In other words, when innovation is easy to understand, it will be much easier for the adopter to adopt or otherwise when innovation is difficult to understand or applied, only few will adopt it. The socialization of the KLA program was less effective because it is several obstacles in understanding it. It is evidenced by the small number of adopters of this program. The process of socialization from the sub-district level to the society is perceived to be complex because it covers numbers of structures and social elements that should be involved in the process. Complexity is how innovation is to understand and implement, the difficulty to adopt the KLA program is due to the lack of awareness from the society regarding with the understanding of the significance of the children's rights fulfillment.

The lack of community awareness for KLA program is mainly due to the standpoint and the mindset of the society that has not been able to realize and acknowledge the program. Many factors are involved, including the economic background in which parents compel the children to work instead of completing their studies, even though there is the socialization of the program. In addition, some people have their own perspective to raise and nurture their children and have a propensity to assume that the family affairs are the family business, therefore, other people or parties have no rights to interfere this matter, as is the case with many families of Arab descendants that still practice particular method of children education in accordance with the teachings.

The obstacles and hindrances experienced by the adopter may be slightly addressed by the socialization on a regular basis, and by an interpersonal approach that is done by home personnel visit by the head of RT.

The fourth characteristic of innovation is (4) *Trialability*: small-scale trial or test of the adoption level that occurs over innovation, and is used to confirm the advantage of an innovation. Trialability is the degree or size of the innovation that is likely to experiment on a limited basis :subsequently, the KLA program was initially tested in Jebres and Banjarsari sub-districts. The initial program in Surakarta is properly monitored, so it can be acknowledged sufficiently. Furthermore, from the pilot project of the program in selected sub-districts, it can be determined whether the KLA Program is mature or not.

The fifth characteristic of innovation is (5) *Observability*: the results of innovation can be perceived by the others or the results generated by the innovation can be straightforwardly felt by the public.

The changes during the socialization process of the KLA program have been felt by the public directly. The results of the innovation of KLA program can be directly perceived by society such as the reduced number of working children. Social Affairs, Manpower and Transmigration agency (Dinsosnakertrans) in 2015 reported the preliminary data of working children in Surakarta in 2015 reached 37 children consisting of 30 male and 7 female, and the number is declined after the socialization process of KLA program to 16 children. From the interview, Informant 2 claimed that many children have begun to be brave in expressing their opinions and there is the involvement of children in the city development agenda, i.e., *Musbabel* and *Muscab*.

From the beginning of KLA program in Surakarta, the impact of the program can be directly perceived by the public, thus there will be more adopters are attracted to adopt, otherwise, if the program has undetermined agenda, people will surely re-consider to adopt the KLA program.

The Communication Channels

The communication channel is a tool used to convey the objective or message of innovation. Subsequently, in the implementation of KLA program in Surakarta, there are two selected communication channels, among them: (1) Interpersonal Channel which is used to change attitudes and behavior of the society, by conducting the interpersonal approach. The aim is to promote the innovation to be adopted by the public. Such an approach has been performed by the Office of Women's Empowerment, Child Protection and Community Empowerment of Surakarta.

Communication channels are used as a communication means to support and construct the areas with the characteristics of child-friendly sub-district and child-friendly village throughout Surakarta. They are established as the extension of the Office of Women's Empowerment, Child Protection and Community Empowerment of Surakarta, or the means to assist the government to conduct direct socialization to the society.

In addition, Forum for Children is also initiated where the children from the level of elementary school to senior high school or aged 18 years-old at maximum can be the members of this forum. The membership of the Forum for Children is chosen from the respective community with the intention that the forum will implement the agenda in society.

The Office of Women's Empowerment Child Protection and Community Empowerment of Surakarta has also conducted the socialization of the KLA program to five sub-districts, which process involved the representatives from sub-district, RW and community.

At the village (*kelurahan*) level, the KLA program is disseminated by visiting the community meetings, such as social gathering for Family Welfare Guidance members, social gathering for the head of family and other meetings, which is done to have closer access to the community as well as an intimate interaction to promote the KLA programs.

Furthermore, the interpersonal communication channel is mostly implemented in the sub-district, *kelurahan*, RT, and RW since they have to organize the agenda that has been designed by the Office of Women's Empowerment, Child Protection and Community Empowerment of Surakarta.

The mass communication channel commonly used is the radio advertisements that explain the KLA program to the public via the radio broadcasts in the area of Surakarta. Specifically, Radio Komunitas Anak Surakarta (KONATA) as a program intended for the children community is established by the Office of Communications and Informatics Surakarta in collaboration with the Office of Women's Empowerment, Child Protection and Community Empowerment of Surakarta. The radio is located in Taman Cerdas Jebres with a number of approximately 70 children from 51 villages in Surakarta who actively participated and is trained by outstanding broadcasters from several prominent radios in Surakarta such as radio PTPN and Meta FM.

Time

Since the innovation was initiated in 2006, the process of socialization in Surakarta had been continued persistently until 2015 when an initial benchmark of KLA program implementation was carried out.

The process of adopting innovation for each adopter may be dissimilar. It is allegedly due to the factors occurring at the early stage of the innovation adoption process. Since the KLA program was initially organized or disseminated on 16 September 2016 by the Office of Women's Empowerment, Child Protection and Community Empowerment of Surakarta, to the relevant parties such as sub-district, village, RT, RW and then to socialize the KLA program to the society, hence the citizens of Surakarta will recognize and understand the program of Child-Friendly City.

Social System

Social system is an interrelated unity involved in common problems in order to solve the problems and to achieve common goals, as parts of social systems are individuals, groups of informants, organizations, hence the KLA program in Surakarta is disseminated to the community to jointly solve the issues related with working children, children affected by domestic violence and other problems.

Category of Adopter

Adoption process taking place in innovation in the society does not necessarily occur simultaneously, due to differences in knowledge levels of innovation and the public self-awareness when the adopter of further innovation. The adoption process is also based on individual characteristics such as the socioeconomic conditions, individual behavior in the interaction and communication with others. According to Roger, the process of adopting an innovation can be divided into five categories, as follows:

Innovator, person who provides innervation to the society and has the ability to solve and overcome the issues that arise on innovation, the Office of Women's Empowerment, Child Protection and Community Empowerment serves as the innovator in the KLA program in Surakarta, which has been assigned by the Ministry of Women's Empowerment of Republic of Indonesia in 2006 as the task executor of KLA program in Surakarta.

Innovator has the agenda that involves a lot of socialization activities that support the achievement of KLA programs, such as socialization and briefing about KLA program to relevant institutions, such as sub-district, village, RT, and RW that was started on 16 September 2016, and followed up by further socialization to the society, monthly meetings to monitor the progress of the KLA program in the society, and meeting to discuss the impediments related with the program implementation. (Lestari, 2012)

In running the KLA program, the innovator should not work individually but instead collaborate and maintain a partnership with related institutions such as *Puskesmas*, National Police, TNI, Manpower office, Health office, and NGOs, including Sahabat Kapas, Kakak, Stekam, Atma and Mitra Alam.

Early Adopter, the person who is respected and becomes a role model for others (Lieli Suharti, 2013), also a person who is supervised directly by an Innovator. In this study, *Early Adopter* serves as the initial adopter of the KLA program and subsequently will promote and persuade the society to implement the program by using the interpersonal communication approach. In addition, *Early Adopter* is active in Women's Empowerment in Banjarsari, Serengan, Laweyan, Jebres, and Pasar Kliwon sub-district as well as in Bumi, Jebres, Punggawan and Semanggi villages, including in the community meetings to disseminate and persuade them to adopt the KLA program. The Head of RW 03, Banjarsari village and the Head of RW 33, Jebres village also play an important role in the implementation of the KLA program.

Rogers *Early Majority*, who recognize and adopt the program at the beginning of the program, as well those who adopt the program after ensuring that the innovation demonstrates good results. *Early Majority* begins to find out about the program to the objectives and then compare it with the situation before the implementation of the program. In the KLA program, *Early Majority* includes the Head of RW 03, Punggawan village and the Head of RW 33, Jebres village, who initially revealed about the KLA program before finally adopting and finally disseminating the program to its citizens.

Late Majority is the person who firstly do not recognize the benefit of the innovation but ultimately has an eagerness to adopt it after it is adopted by the surrounding. In this study, the person who initially does not realize the significance of this program, due to various factors including business-activities of each member of the community and the perspective that working children and domestic violence are personal family affairs hence others should not make interference.

Laggards are an individual who has implemented the adoption of innovation since the beginning and sometimes suspects and decides to terminate the innovation. Most members of the community refuse the KLA program due to several factors, including the perspective that the internal affairs of the family, the decision for not adopting the program due to the different standpoint that is represented by the Arab descendant in Surakarta who perceive the KLA program is not necessarily adopted since they have distinctive method to raise the children based on their teachings.

Similarly, the Chinese descendants are mostly preoccupied with their own business hence they are not motivated to attend the program socialization. Consequently, most of them do not recognize and understand the KLA program and eventually, do not intend to adopt the program.

Diffusion of Innovation

According to (Novianti (2014); Emam and Shajari (2013)), the adoption process of KLA program in the society can be divided into several stages, among others; (1) *Knowledge*, a process of adoption where an innovation is commenced by a knowledge stage in which *Adopter* begins to acknowledge an innovation and the curiosity for the innovation. In this study, the public knows about the innovation of KLA as managed by the Office of Women's Empowerment, Child Protection and Community Empowerment of Surakarta. They also realize the benefits of the program if they adopt it, which is to support

and guarantee the fulfillment of children's rights in their city. Confirmation, Adopter already uses or feels an innovation but does not rule out if one will stop using it.

Persuasion Stage is the stage where the Adopter begins to demonstrate the attitude of to like or dislike an innovation. Starts to seek for the information related to the KLA program from the newspaper or from the head of RT or RW in their area.

Decision Making Stage, At this stage, Adopter initiates the trial for the innovation but has not determined whether to adopt it or not.

Implementation Adopter has acknowledged the innovation and already understood how the program works, and then decide to continue or discontinue the program.

Confirmation Stage, Adopter has adopted or implemented an innovation, but there is still a possibility to discontinue the adoption.

CONCLUSION

The program of Child-Friendly City, *Kota Layak Anak (KLA)* in Indonesia, is a program managed by the Office of Women's Empowerment, Child Protection and Community Empowerment of Surakarta as an *Innovator* of the program. Furthermore, the levels of adoption of this program are *Innovator*, *Early Adopter*, *Early Majority*, *Late Majority*, and *Laggards*. The level of adoption is classified into *Laggards* since there is rejection or disagreement to adopt the KLA program in some communities, including the Arab and Chinese descendants, that are caused by different perspective and teachings, in addition to the presence of skepticism among the citizens of Surakarta due to the mindset, low level of education and inadequate knowledge about the fulfillment of children's rights resulted in the many occurrences of children who are employed and exposed to domestic violence in Surakarta. The adoption level is dominated by the stage of the Early Adopters since in this stage, the KLA program was socialized simultaneously on 16 September 2016.

The process of diffusion of innovations taking place the KLA program includes four main elements, namely, The Innovation, The Communication Channels, Time, and Social System. In addition, the KLA program is an innovation to ensure the fulfillment of children's rights, such as the rights to health, education, protection, and public participation. The KLA program already meets the five characteristics of innovation, among others the Relative Advantage, Compatibility, Complicity or Simplicity, Trialability, and Observability, that subsequently can be easily adopted by the society. The program of Child-Friendly City can be conveyed to the public via two communication channels, namely, the interpersonal channel where communication carried out by conducting meetings at the village, sub-district and also by involving the residents via social gatherings, such as PKK meeting, gathering for the heads of family and others.

In the process of adopting innovation in Tenggarrong, it was found that the utilization of social media such as *Twitter*, *Facebook*, and *Whatsapp*, demonstrated an excellent result. Meanwhile, in Surakarta, social media is still less effective. The researchers recommend the use of social media to facilitate the socialization the KLA program to maximize its adoption considering that mass communication has a powerful capacity to reach many audiences in a relatively short time.

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